

QUARTERLY REPORT SECOND QUARTER – 2003

April 1, 2003 through June 30, 2003

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. GROWTH

As our valley continues to experience constant **growth**, the number one concern remains **traffic** issues. Our roadways are full of **congestion**, and a need for a better **transportation** system remains. With the added number of vehicles on our roadways, our **environment** has experienced higher levels of **air pollution**. **Water** is at an all time low, and many are concerned with how we will control and pay for our water usage. While the economy is at all time low, **housing** continues to grow and even new **businesses** have sprouted throughout the valley.

2. EDUCATION

Education continues to be an issue of concern. The State Legislature and the County are looking at **budgets** and potential budget cuts that may jeopardize the future of certain **school activities**. The area's continuous **growth** puts a strain on the school system and **administration**, and our schools need more buildings and **teachers** for the new students moving here. People are also concerned about students' **safety** and **school violence**.

3. CRIME and HOMELAND SECURITY

Crime continues to concern people with **alcohol, DUI's, drugs, and gangs** influences impact on crime being committed. People have **fears** of personal and family **safety**. Southern Nevadans express fears about **homeland security** and possible impending war. With our growth, questions arise whether **law enforcement** is equipped to meet the valley's rising crime statistics. People are also fearful of being taken advantage of financially, and seek methods of **consumer protection**.

4. LIFESTYLES

People enjoy the **town's 24/7 lifestyle**. They like spending time with **family and friends**, and go to **casinos** for **gambling**, to eat, and see movies and shows. **Health and medical** issues concern people with our state's insurance problems. Our state is often listed as one of the worst in many health areas, so people seek healthy activities and want to know what they can do. With the war, the Air Force base here, and a large military retirement community, there is an overwhelming expression of **patriotism**. Whether people are for or against the war, they support our troops.

5. ECONOMICS

Economics is a tremendous concern compounded by the current war situation. People wonder whether the **tourism** industry will remain strong and are worried about **job security**. People are concerned about **money issues**, the **cost of living**, **vehicle gas prices**, and how they will be affected individually by **state** and **federal budget** changes.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *April 14-20, 2003, May 12-18, 2003 and June 9-15, 2003.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (8) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (9) www.kvbc.com, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, WEDNESDAY'S CHILD, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.